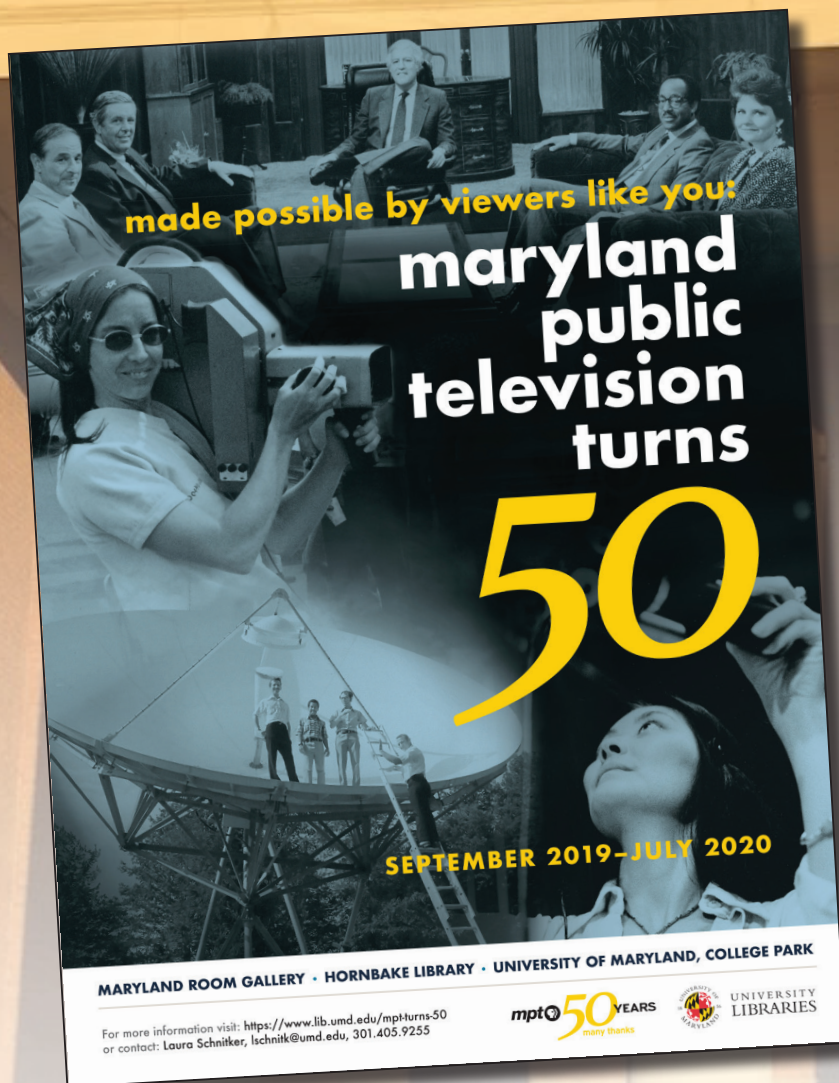




SO WHAT'S NEXT?

MARYLAND PUBLIC TELEVISION 2019 ANNUAL REPORT AND HONOR ROLL

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UNIVERSITY OF MARYLAND HORNBAKE LIBRARY EXHIBIT HOURS

Location: 4130 Campus Drive, College Park, MD 20742

SPRING SEMESTER:

Monday-Friday: 10 am – 5 pm; extended hours on Wednesdays until 8 pm

Sunday: 1 pm – 6 pm

(After May 10, 2020, the exhibit will no longer be open on Sundays or offer Wednesday extended hours until September 2, 2020).

LIBRARY CLOSED FOR BREAK:

March 15, 2020 - March 22, 2020

FINAL DAY OF EXHIBIT:

July 31, 2020

Parking in Regents Garage (next to the Hornbake Library) is free every day after 4 pm and all day on Sunday. From garage level #3, a walkway leads to the north entrance to Hornbake, the site of the Maryland Gallery where the MPT exhibit is on display.

A MESSAGE FROM OUR PRESIDENT

If there had been confetti, we'd be tossing the final handful into the air right about now as 2019 draws to a close.

For many months, we've celebrated the 50th anniversary of Maryland Public Television's debut in 1969. We've had some fun on our air, showing you flashbacks from earlier decades' productions. We've published an 82-page history to capture in great detail how we've entertained and educated citizens for 50 years. We created a two-hour documentary that gets "pioneers" and current team members reflecting on the work and service of our network. And we've enjoyed transporting our anniversary traveling exhibit to dozens of spots statewide to invite others to celebrate with us.

So now it's entirely fitting to ask,

"What's next?"

What's in store for us in the face of rapid technological change? What do audiences of 2020 and beyond want or expect from us? How do we find and harness resources to enable us to keep doing what we do?

In the pages of this annual report, we're reviewing 2019 achievements, to be sure. But we're also taking a look at our post-50th anniversary years.

As we put away the balloons and party hats, it's back to business for us. Thank you for supporting that work!



Larry D. Unger
President & CEO



CEO Unger (*second from right*) welcomes former chief executives (*from left*) Rob Shuman, Stephen Kimatian, and Raymond Ho to a 50th anniversary celebration in June 2019.

WHERE WE STAND NOW

- 50 years of service in entertainment, education, public safety, civic leadership (1969-2019)
- Maryland's only statewide broadcaster (transmitters in Annapolis, Frederick, Hagerstown, Oakland, Owings Mills, Salisbury)
- bringing viewers four separate channels: MPT-HD, MPT2/Create, PBS KIDS, NHK WORLD-JAPAN



- roughly 1.3 million viewers monthly for MPT-HD, MPT2/Create (Nielsen, June 2019)
- more than 3.5 million annual page views of MPT's primary websites
- 7th largest in revenue among 152 PBS member stations
- nearly 60,000 voluntary contributors in 47 states and the District of Columbia, in two U.S. territories, and in at least five foreign countries
- full-time staff in 145 state-approved positions
- operating on a \$30.1 million budget (FY19)



So what's next?

mpt Visit our website

ANYTIME, ANYWHERE ACCESS

In mid-2019, the Public Broadcasting Service (PBS) announced that it had secured carriage for its member stations on YouTube TV's live TV and on-demand subscription service. YouTube TV is a virtual over-the-top (OTT) multi-channel provider.

For Maryland Public Television this announcement came as welcome and timely news – and not just for long-desired access to cord-cutters that it provides. It gives MPT a concrete way to woo households who want both live TV and an on-demand subscription service. And all this begins before 2019 draws to a close.

HOW IT WORKS

MPT will now provide a livestream of its linear broadcast schedule so that our live broadcast signal reaches viewers over

the internet via YouTube TV, the first major OTT livestreaming provider to partner with public television. MPT is thus able to bypass cable, broadcast, and satellite TV platforms that – up until now – have controlled or distributed our content.

Our new partnership with YouTube TV means we'll expand our digital footprint to engage our viewers where, when, and how they consume content. It means that MPT-produced local content will be accessible more widely to our communities while



YouTubeTV

reflecting the stories that spring from the communities themselves.

ON-DEMAND, TOO

In addition to the live channel for MPT-HD and for our 24-hour PBS KIDS Channel, YouTube TV subscribers can also access our content through

YouTube TV's video-on-demand service and its digital video recording service with no storage space limits.

THE Q&A

So, to a large degree, the "What's next?" question is answered as this report goes to press:

Maryland Public Television is now a broadcasting and streaming service. And that's not a bad way in which to begin the next 50 years.



LOCAL PROGRAMMING FOR LOCAL IMPACT

In FY19, our viewers were able to watch 221 original, locally produced and broadcast programs – in all some 114 hours of broadcast time. In addition, viewers might also have seen programs that MPT acquired and presented to its regional broadcast area. When these regional acquisitions are factored in, the total number of local programs offered by MPT in FY19 increases to 233, and the total viewing hours grows to 125 hours.

“What’s next?”

Two tasks are associated with MPT’s local programming. First we need to produce the shows – or “content” as they’re often dubbed; then we need to schedule and air them.

The near-term outlook for MPT content shows a continuation of the tradition of creating programs that entertain, engage, and educate our viewers. For instance, major national documentary films about Marylanders Harriet Tubman and Frederick Douglass will air in 2022, but work on both is underway now and will continue throughout 2021.

And, of course, MPT’s work continues in the areas of addictions that compromise health and safety. Our multi-year project on opioid abuse prevention is now supplemented by a fresh look at problem gambling, two initiatives on which we partner with the Maryland Department of Health.

With content created, the scheduling and airing of programs is the next mandatory. Because MPT work is always tied to mission, mission will remain the roadmap, the litmus test for what gets telecast on MPT-HD and MPT2/Create®. But since MPT work is also tied to that of our system – the Public Broadcasting Service or PBS – future programming will undoubtedly include the iconic series that PBS provides in its role as content aggregator for its 162 member stations.

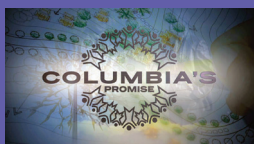
With MPT mission in mind and the content “bones” provided by PBS, Maryland Public Television’s role is to add flesh onto those bones – all the while differentiating ourselves as much as possible from our competition by the locally made content that we inject into the schedule.



Maryland Farm & Harvest’s Stefanie Robey (left), segment producer, and Nick Caloyianis, videographer, on location at Hickory Hollow Farm in Finksburg.



*MPT partnered again in 2019 with the Maryland Department of Health to address the state’s opioid crisis. In February 2019, MPT presented *Fighting Opioids Today: Maryland Communities* to highlight the bold steps being taken to overcome addiction and restore lives.*



MPT lives within what's called an overlap market, and, accordingly, we serve audiences in the District of Columbia and Virginia who can also avail themselves of other public TV stations in those areas. So, MPT will increasingly woo local filmmakers with stories to tell so that our content can truly address our broad marketplace. Chesapeake Bay Week® programming is merely one example of productions that resonate among viewers in our local/regional market.

The programming challenge in coming months and years will be to increase our insight about who comprises our viewing public as well as validate what benefits accrue to viewers who become members. Since MPT is not simply a TV network but a community asset, our obligation is to attract viewers, convert them to members, and give value back for the dollars invested in us.



The 2019 edition of MPT's Chesapeake Bay Week® featured a slate of new documentaries and specials, including *The C&D Canal: Gateway to the World*.



NATIONAL PROGRAMMING TO THE FORE

MPT also is known for producing content for national audiences. Our national productions and presentations in FY19 consisted of 86 separate programs comprising nearly 46 hours of broadcast time. Notable among these are *MotorWeek*, *Steven Raichlen's Project Fire*, and *My Greek Table with Diane Kochilas*, to name only three.

"What's next?"

In coming years, it will be MPT's goal to create or acquire from trusted partners top-flight content in the arenas of history, culture, and environmental stewardship, to mention only three topics of interest locally and nationally. To this end, MPT

will seek partners we can nurture and support and who'll bring us new content opportunities. We'll replicate past partnerships with talents such as actor Keanu Reeves, TV host Kate Sullivan, producer Ron Howard, and others with new collaborators. Through sponsorship and attendance at film festivals and meetings with top independent producers, we'll find content that addresses local connections or that can be distributed by MPT nationally for wider audiences. As the second-largest supplier of content to major public TV distributor American Public Television, MPT has geared up for future partnerships by having a full-time professional working solely on building relationships with local and national independent producers.



Barbecue star Steven Raichlen began his partnership with MPT in 2003 and has hosted four different series through 2019.



MPT is presenting station for the series *To Dine For with Kate Sullivan* wherein restaurants provide the backdrop for conversations about pursuit of the American Dream.

MPT DIGITAL STUDIOS AS STORYTELLER

MPT content certainly extends beyond what appears on TV. Launched in 2015, MPT Digital Studios produces made-for-mobile, web-exclusive content for the network's growing online audience. A variety of short-form features tell compelling stories, residing on *mpt.org*, MPT's social media channels, and the free MPT mobile app for on-demand viewing.

Over the last year, MPT Digital Studios continued to cover a variety of topics across Maryland. The team took a look at medication-assisted treatment for its *Overcoming Opioids* series and profiled the leader of Baltimore's ceasefire movement to add to its first series, *Voices of Baltimore: Black, White & Gray*. MPT Digital Studios also produced a range of work under The Dig banner, including profiles of Not Without Black Women founder Brittany Oliver and *Charm City* cast member Alex Long; an update on Smith Island; and segments on Anne Arundel Medical Center midwives.

Additionally, MPT Digital Studios localized the PBS systemwide "Summer of Space" initiative, collaborating via a digital "Maryland Summer of Space" with NASA Goddard Space Flight Center. MPT worked with the social media team at NASA Goddard to orchestrate social media for the series, which was hash-tagged

#MDSummerofSpace. NASA boosted the series to its online audience of 1.2 million on Facebook and 543,000 on Twitter. The series also was featured in a collaboration between the Old Greenbelt Theater and NASA Goddard, as part of NASA's 60th anniversary celebration.

"What's next?"

In the near-term, MPT Digital Studios will capitalize on the fact that younger viewers are not tied to scheduled television. MPT Digital Studios continues to serve this audience through authentic, home-grown video content generated in and by the local community. These original productions will remain appropriate for sharing on digital platforms, and MPT will measure the engagement that each one generates to inform future productions. Through its Digital Studios capability, MPT will continue to engage the community to tell its stories – and tell them well.

Baltimore native Alex Long, a key figure in the documentary *Charm City*, is featured in *The Dig: Charm City's Alex Long*, a segment produced by MPT Digital Studios.



FUNDRAISING AND FRIEND-RAISING

In 2019, the cultivation of friends and donors was the primary task of the network's Development Division. It relied on time-tested practices – on-air pledge and special events for raising dollars and frequent community activities (on and off the MPT campus) to attract friends. Membership dollars and philanthropy contributed \$8.1 million to support our mission. Some of this giving was earmarked for MPT's comprehensive campaign, a multi-year, \$12.5 million effort that concludes in FY20.

sophisticated computer profiles and software will free up staff time for personalized interaction with viewers and members – often including personal site visits to the MPT campus by financial supporters.

And it's not just prospective donors for whom MPT will roll out the welcome mat. Increasingly Development officers seek to bring the community in for cultivation events and ongoing engagement activities.

\$8.1 million

Membership and philanthropy
contributed to 2019 mission

"What's next?"

Technological change and the evolving tastes of viewers/members also will drive Development activities in the years ahead.

Chief among the changes faced by fundraising officers is the need to enhance one-to-one communication with donors, a task considerably easier now than in previous decades thanks to database technology improvements. More

Whether on or off the MPT campus, the plan is to focus on personal relationships and meaningful "thank-you" experiences – MPT-sponsored trips, community screening events, children's activities, and the like.



MPT's Erin Chrest (left), managing director, Major & Planned Giving, and Eric Neumann, managing director, On-Air Fundraising & Development Productions, help out during the October 2018 fundraiser dubbed the "Eatin' the Chesapeake Feast."



Father and daughter visit the MPT display at Baltimore's Artscape festival in July 2019.

EDUCATION EVOLVES

Education has been an essential pillar of MPT throughout our 50-year history. Founded upon the principles of lifelong learning, MPT built trusted partnerships in the child care and pre-K-12 education communities, working to prepare children for success in school and life. MPT provides high-quality instructional media, curricular resources, online courses and professional development to inspire teaching and learning.



Thinkport.org, MPT's free education website, serves as a gateway to MPT's instructional resources and professional learning opportunities. *Thinkport* again topped the five million mark in page views in FY19 (and there were an *additional* 12 million for our pre-algebra game *Lure of the Labyrinth*).

During 2019, the Education Division once again partnered with Maryland Humanities and the Library of Congress to produce history and civics inquiry kits for middle and high school students. It collaborated with Towson University on oral history modules featuring citizens who lived during Maryland's Jim Crow era. The division offered students an online lesson on the state's blue crab industry and its economic impact. Teachers were served, too.

Some 1,200 educators maintained their certification using credit-bearing courses in a continuing partnership with the Maryland Department of Education.

MPT's special niche in early childhood communities was underscored by family engagement activities that bridge early learning between school and home. Outreach via our participation in the national Ready To Learn program benefitted families and care providers in Baltimore City and around the state. More than 500 providers earned clock hours by enrolling in MPT-created courses from among 10 credit-bearing online offerings. MPT education staff shared expertise on media literacy topics that support responsible use of media with young children at several state conferences.

"What's next?"

MPT's education experts predict, not surprisingly, that technology will play an increasingly significant role in shaping future pre-K-12 education. Students will be global thinkers as technology creates a world of boundless learning without the boundaries of a classroom. The implications of this are key: Media literacy skills will be critical for everyone – but especially for students. For them, information will be everywhere, requiring skills for “how to learn” as well as for “what to learn.”



Avonda Ellison of Laugh-n-Learn Family Daycare in Salisbury was nominated by MPT and selected by PBS as a member of the most recent class of Early Learning Champions.

Students will also be active as both consumers *and* creators of media, while needing vital critical thinking and communications skills. To this end, MPT education will continually evolve to meet the growing needs of teachers and students, providing high-quality resources, training, and best practices for managing technology and media use in the most effective ways for learning.

WHERE WE STAND NOW

- **Thinkport reach:** 5.2 million page views, 1.4 million visitor sessions
- **Thinkport learning:** 1,700 educators enrolling in credit-bearing online courses
- **Education engagement:** 200 family members participated in early learning activities

THE CHANGING ROLES OF SPONSORS AND FUNDERS

Funders offer the financial underpinning that makes it possible for MPT to create productions, often providing the technical or subject matter expertise needed for the program. Funders are acknowledged by those familiar words “made possible by” at the beginning and end of a show.

Sponsors, on the other hand, underwrite our network productions or activities without any subject matter or production involvement. Separate MPT departments cultivate and contract with these two important constituencies.

On the funding front, some 30 organizations were on the roster of funders for 2019, making possible such program staples as *Outdoors Maryland*, *Maryland Farm & Harvest*, and our Public Square

As part of a first-of-its-kind title sponsorship agreement, MPT partnered with 41 Baltimore-area Chick-fil-A restaurants to produce a series of 15-second on-air messages titled “Rhyme Time Lessons” that aired on MPT’s 24/7 educational children’s channel PBS KIDS.



programs *Direct Connection*, *State Circle*, and *Your Money & Business*. Since no program can be made until full funding for it has been first committed, the ongoing cultivation of funder and co-production partnerships is critical to the launch of any new production.

By contrast, sponsorship sales often spring from clients’ desires to reach demographic targets who watch specific public TV programs or genres to further their own marketing and advertising objectives. Sponsors frequently use their purchased on-air spots to convey institutional

messages of corporate responsibility and community involvement.

“What’s next?”

The immediate future for MPT’s program funding operation is to secure the money needed to fully launch two new series that will have broad community impact. *Made in Maryland* will be a regular series that delves into the scope of manufacturing in the Free State and visits operations large and small to tell untold stories, while *Destination Maryland* is proposed as a monthly, events-focused boost to state tourism.



www.marylandgrain.com

95 organizations

roster of funders
for 2019

Current funders/clients – nearly 100 in all, supporting local and national productions and our educational enterprises – must be retained for future years’ support once they come on board initially. So the future likely will bring additional ways to give funders public recognition across many available platforms including on-screen credits, website presence, social media plugs, and so forth. MPT’s sales efforts also include adding experiential components to sponsorships by adding educational, outreach, and in-community elements to each sponsorship package.

Sponsorship sales personnel at MPT face a daunting future of adapting clients’ visibility and credits to a viewing experience that now includes anywhere, anytime screening of programs versus



Robert Brennan, executive director, Maryland Economic Development Corporation, appears in a sponsorship promo supporting the upcoming series *Made in Maryland*.

traditional television viewing. As is the future case with funders, sponsors seek to build their advertising targets’ awareness of their brand across all available MPT platforms: print, TV, online, social media, and events.



Promotional sponsorship brochures for upcoming series *Destination Maryland* and *Made in Maryland*.

TECHNOLOGY TOOLS

In 2019, MPT was in a position to look back on the the much-heralded broadcast spectrum auction and the repacking process which followed it. While we were able to sit out the auction and retain all our spectrum for our own future uses, we were obliged to undergo repacking of five of our six transmitters – a \$9.3 million project with a federally mandated deadline. At year-end 2019, four of the five had been completed.

“What’s next?”

What’s next is a future we share with broadcasters everywhere. A new, next-generation standard – called ATSC 3.0 – will marry broadcast

and broadband, offering interactivity and personalization to our audiences’ TV viewing experiences. And the viewing equipment will change, too. Ultra-high-definition 4K TVs – called NextGen TV – will soon find their way into more American homes, providing more detail, improved color, sharper/more vibrant pictures, more true-to-life images, and smoother action scenes when viewers tune in.

While all these technological developments will be centered on the pleasurable experience of TV watching, there’s serious business in all this, too. Significant public safety benefits will emerge as first responders get faster alerts about trouble, and emergency messages reach even those



The transmitter atop MPT’s Annapolis tower was replaced in August 2019 as part of the network’s repacking at that site.

citizens who lack cable/broadband access. Such advances will extend into other aspects of life such as tele-health services for the elderly or homebound.

FACILITIES OF OUR FUTURE

In 2019, MPT's longtime major studio was shuttered as contractors moved in to accomplish a \$9 million expansion that will virtually double Studio A to become an 8,500-square-foot studio with premium seating for 165 patrons and additional seating available for a grand total of 200 audience members.

Other production elements will make this studio a superb new production facility: high-definition 4K cameras; a state-of-the-art digitally controlled lighting grid; easy set/prop load-in with full tractor trailer access to the studio interior; brand new actors' dressing rooms and public, ADA-compliant restrooms; green screen capability; and more.

"What's ahead?"

Wise insiders counsel that to look ahead beyond the next two-to-three years is to invite folly. Fast-moving technological advances often cannot be predicted.

What's clear when we consider the MPT campus is that it will be cleaner and greener as energy usage is reduced and more staff work is able to be done off-site. In the latter instance, planners must deal with the question of investing in a physical plant – made for 300 or more workers – when half as many staffers are housed on the campus today. How should space be used most efficiently and, more practically, who needs to be in the building? Although collaborative work will be the norm in the years ahead, collaboration



A graphic rendering of The Irene and Edward H. Kaplan Production Studio once the expansion and renovation project is complete.

may be accomplished by remote link-ups – again introduced by technological advancements.

The MPT campus of the future will look different.

- Our business will be built on hand-held and desktop computer work in all stages of TV

production, and most data storage will be “in the cloud” versus on servers in our building.

- Collaborative work among colleagues – working from anywhere – will be the norm, although it's hoped that this evolution in work style will still include heavy doses of face-to-face interactions.
- And speaking of “working from anywhere,” who needs to be on campus? WiFi satellites and other disruptive technologies may yield more efficiency than workers achieve in traditional office settings.

(From left) Raymond K. K. Ho, Stephen Kimatian, Rob Shuman, and Larry D. Unger – four living MPT chief executives – join Irene Kaplan and Edward Kaplan, chair, Maryland Public Broadcasting Commission, for a ceremonial groundbreaking for the expansion of Studio A on June 28, 2019. Some 200 alumni, staff, and guests attended the groundbreaking and the reunion that followed it, most of them also souvenir-signing an enlarged blueprint that reflected the upcoming look of the 50-year-old studio.



THE CHANGING FACE OF PUBLIC AFFAIRS

MPT delivers public affairs content principally through a trio of weekly series that live under the “Public Square” umbrella.

Direct Connection, *Your Money & Business*, and *State Circle* collectively have aired for 70 years and, during that time, have positioned MPT as a reliable go-to source for information and a welcome visibility resource for businesses, government entities, and nonprofits alike whose representatives appear as guests.

“What’s next?”

Malcolm Stevenson “Steve” Forbes (left), editor-in-chief of business magazine *Forbes*, joins public affairs host Jeff Salkin on the set of *Your Money & Business* during a December 2018 visit to Owings Mills.



A “Public Square” refresh is in the cards to update the programs. What’s more, a hoped-for new series, tentatively called *Inside Baltimore*, would set the stage for a new content outreach that will find MPT digging deeply into areas of concern for the City of Baltimore and then other locales around Maryland. If past productions served to build awareness of societal or civic

dilemmas, new public affairs programming will move viewers from mere awareness to becoming part of solutions. Even as productions lay bare a host of problems, they will reveal positive, hopeful stories as well.

THE EMPLOYMENT OUTLOOK

As FY19 drew to a close, MPT had a team of men and women working in 145 approved State of Maryland jobs, supported by other contractual and freelance hires.



State of Maryland job openings webpage.

Jordan Stepke (standing), a Towson University senior marketing major, and Leah Askew, a senior multiplatform production major at Morgan State University, were among dozens of interns and student volunteers who in 2019 gained hands-on experience working with MPT professionals.

“What’s next?”

In coming months and years, MPT will seek and hire individuals with the skills to take the network into the next phase of its development, the proverbial “next 50 years” as MPT concludes its golden anniversary observance on December 31, 2019. If MPT is going to deliver on the “what’s next” activities described in this report, it will need to attract and retain the right people with the vision and ability to accomplish what’s required. Internal promotions of identified all-stars and shrewd hiring from local and national markets will infuse the talent base and enable the network to take a leadership role in public broadcasting, streaming, and on-demand content.

THE CHANGING NATURE OF COMMUNITY OUTREACH

A dedicated team, buttressed by engaged volunteers, travels statewide to bring MPT into schools and communities in Baltimore City and 23 Maryland counties as part of the network's outreach efforts. Screenings of PBS or MPT productions, panel discussions, exhibits at civic or cultural events, social events for members

and fans alike – all these events attract citizens and help them relate better to *their* public TV network. Off-campus initiatives such as these are complemented by free tours and regularly scheduled “sneak preview” events at our studios – even an annual flea market/bazaar that brings hundreds of shoppers to the MPT campus.

“What’s next?”

The years ahead will demonstrate an intensified, annual program of events that promote one-to-one interactions between the network and the public. An already-successful travel club will

Throughout 2019, MPT produced screening events as a production partner for the Indie Lens Pop-Up series. At the events, participants were invited to view the documentaries and discuss important topics from the films.



MPT staged its second annual flea market and bazaar in September 2018, attracting hundreds of shoppers to the Owings Mills campus.

step up the number of trips and destinations to cultivate friends. Events that are tied to always-popular MPT-produced or -presented programs will provide entertainment options for members and prospects alike. And MPT will increasingly arrange and staff displays at major community gatherings and educational institutions for face-to-face contact with viewers.

LIKELY DEVELOPMENTS IN COMMUNICATIONS AND MESSAGING

In 2019, much like public and commercial counterparts everywhere, MPT used its own airwaves to promote itself, its programming, and its activities. Email to a growing list of members and prospects was employed as well so that tens of thousands could receive program information and invitations to network events or

hear about other opportunities to engage with MPT. Working with media outlets, MPT shared news about upcoming programs, special events, and accomplishments to communities statewide, often through local radio and print outlets.

Social media marketing tools were employed as well – Facebook, Twitter, Instagram – for

communications that were largely one-way messages. Roughly 1,500 Facebook posts and a similar number of Twitter messages would be posted in a typical year, for example.



“What’s next?”

Much like outreach events described above, the network’s messaging to its audiences and stakeholders will increasingly take on a one-to-one flavor in the coming years with a goal of

increased engagement between our organization and our viewers. “Likes,” “shares,” and comments combined are usual measures of engagement where social media are concerned. The results of what’s called “tune-in” publicity is measured as total viewers in Nielsen ratings for our programs. Sold-out events support the notion that invitation

messages have resonated with our members and viewers. What’s new in all this is an MPT effort to corral its primary messaging each month around a specific set of topics and to address each topic using the full power of MPT’s on-air, mobile, online, in-the-media, in-the-community, and printed communications vehicles.

THE FINANCIAL PICTURE

The Maryland General Assembly approved the Department of Budget and Management (DBM)-submitted budget for MPT for FY19 (the period of July 1, 2018, through June 30, 2019). MPT’s leadership carefully manages these financial resources to benefit all the stakeholders of our organization.

Federal investment in public TV

The federal government’s annual investment in public television represents an investment of about \$1.35 per American per year. Federal funding to public TV is made through the Corporation for Public Broadcasting in the form of Community Service Grants (CSGs). These grants are essential to the survival and progress of U.S. noncommercial, educational public service media. As this report is being written, Congress is considering an increase in funding – the first in more than a decade.



And how does that federal investment translate to public value?

For the 16th consecutive year, PBS and its member stations have been named #1 in

public trust among American institutions in a nationwide annual survey. According to the findings released in early 2019, Americans rank PBS as more trustworthy than institutions such as courts of law, the federal government and Congress, as well as media sources such as digital platforms, commercial broadcast, and cable TV, newspapers and social media. Respondents also said that PBS is their most trusted source of news and public affairs programming. Among those surveyed, 71% believe that local PBS stations provide excellent value to communities. Further,

when asked about value for tax dollars, PBS ranks only below our nation’s military defense, and ahead of social security, infrastructure, environmental protection, and other vital services.

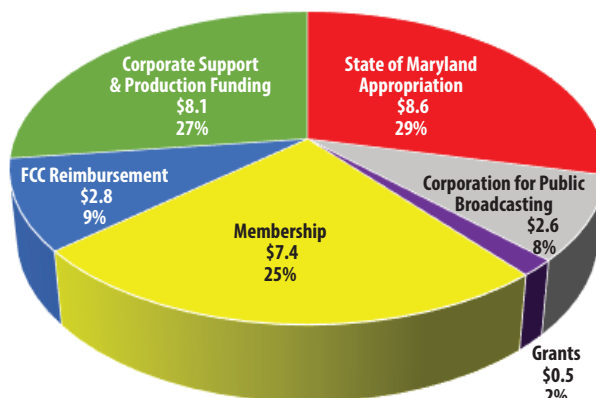
State investment in MPT

The state’s investment in MPT represents spending of \$1.50 per Marylander. Maryland’s \$9.1 million appropriation (FY19) to our state network, some 29% of all revenue, is used to bring citizens on-air, online, and in-community entertainment and engagement.

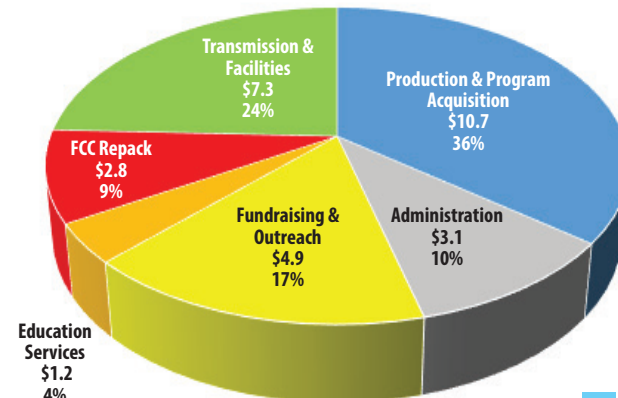
Maryland Public Television FY19 Budget

**as approved by DBM and in effect 7/1/18 for the fiscal year ending 6/30/19 (dollars in millions)*

REVENUES \$30.1



EXPENSES \$30.1



The best is yet to be

Excerpts from a speech by Patrick Butler, president and chief executive officer of America's Public Television Stations (APTS), at MPT's 50th anniversary dinner, June 27, 2019

We've reached the point in our program where everything's been said but not everybody's said it, so let me be brief.

There's a saying in our business that "if you've seen one public television station, you've seen one public television station."

This adage reflects the intensely local nature of public television – essentially the last locally owned, locally controlled, locally focused media in America.

The interests and services of public television are as varied as the 50 States, the 218 television markets, and the 100,000 places with names in the glorious patchwork of our country.

One hundred seventy public television licensees operating 350 stations serving close to 97 percent of the American people are the sturdy thread that stitches our nation together from sea to shining sea.

Every day these stations are chronicling, celebrating and preserving the diversity of life, culture, experience, and opinion among 330 million unique Americans.

Virtually alone among media institutions, we specialize in what our friends in New York and

Los Angeles call "fly-over America" but we call the heartland of America.

We're interested in farms, small towns, the Rust Belt, the Sun Belt, the Great Plains, the Native American reservations, the watermen on the Chesapeake, the wonderful people who, in Lyndon Johnson's words, "know when you're sick and care when you die."

We're helping our fellow Americans face the opioids crisis. We're honoring our neighbors who served in Vietnam. We're bringing communities together to cope with natural disaster and man-made terror.

We're hosting candidate debates at every level of the election ballot, serving as the "C-SPAN" of state governments, giving all our citizens the information they need to guide the world's most important democracy.

This is civic leadership of the highest order, and if that were all public television did, it would be a gift of incalculable value to our country.

But this affectionate, respectful, thoughtful, comprehensive, challenging, civil portrait of hometown America is only the beginning of the mission of public service which public television stations pursue every day, everywhere.

We teach the 54 percent of America's children who have no other access to pre-school education, getting them ready to learn in school and succeed in life.

We help close the achievement gap between children from poor families and their more affluent peers.


We help two million teachers bring history, and science, and the arts to life for 40 million K-12 students through the curriculum-aligned, interactive resources of PBS Learning Media.

Through our partnership with the Corporation for Public Broadcasting's American Graduate initiative, we've helped reduce the high school drop-out rate to its lowest level in history.

And we are increasingly involved in local job training and workforce development, combining our media production and teaching skills to create highly effective courses that lead to steady, rewarding employment for more than 90 percent of our trainees.

In addition to these missions of civic leadership and education, public television stations are increasingly committed to a third pillar of essential public service: public safety.

What began decades ago as a secure, ubiquitous communications channel enabling the President of



the United States to speak directly to the American people in times of national emergency has evolved into a broad commitment by local public television stations to safeguard the lives and property of their neighbors at the community level.

Using a portion of our broadcast spectrum that we don't need to send television programs to your home, our stations have developed a public safety datacasting capability that conveys critical information – video, audio, graphics, and text – to squad cars, fire engines, ambulances, rescue boats and other first responders, securely, reliably and instantaneously.

We've helped the State of California reduce the standard earthquake warning time from 30 seconds to fewer than three seconds.

We're building an emergency communications network with the State of Tennessee to help track the path of wildfires.

We've equipped first responders in rural Indiana with video and building blueprints to deal effectively with school shooting scenarios.

We've sent life-saving information 35 miles across the Atlantic Ocean – much farther than even the most powerful cellular network can go.

And coming soon is a revolutionary new technology – combining broadcast and broadband technology for the first time – that will make this datacasting capability even more powerful, not only for

public safety purposes but for distance learning, telemedicine, precision agriculture, connected cars, smart cities, and more.

These are the missions – and this is the exciting future – of public television.

No one has embraced these missions and this future more fully than Maryland Public Television.

We've had a wonderful walk down Memory Lane this evening, celebrating 50 remarkable years of MPT's service to the people of this State. ... And it's not just programs on the air. MPT has active partnerships with the state departments of Education, Environment, Health and Disabilities that improve the lives of Marylanders every single day.

MPT is also the backbone of the Maryland Statewide Public Safety Communications System that protects the lives of Marylanders every single day.

And MPT's *Thinkport* produces interactive resources, educational videos, online courses, and professional development opportunities that benefit hundreds of thousands of children, teachers and parents every year.

Yet nobody on this staff is content to rest on these impressive laurels.

They remind me of my friend Gordon Cooper, the last Mercury astronaut to go into space, who set records for most time, most orbits, and most everything else with the flight of Faith 7 in 1963.

Gordo was always polite and appreciative when people asked him about those long-ago exploits, but when I got to know him 20 years ago, the 71-year-old Gordon Cooper was much more interested in developing a new propulsion system that would get astronauts to Mars more quickly and safely.

This same pioneering spirit is what animates the people of Maryland Public Television: setting new standards of innovation and excellence, serving this state and all of its people as only one amazing public television station can do.

Just last weekend, Larry Unger and Steven Schupak accepted the prestigious Governors Award from the National Academy of Television Arts and Sciences, with a citation that concluded: "MPT's contributions to the community and local journalism are immeasurable."

As we celebrate their achievements tonight, may I thank all of you – as a former chairman of the MPT Foundation should do – for making all of this possible, through your very generous financial, political and moral support over 50 years of exceptional service.

And thanks for all you will do in the 50 years and more to come, as Maryland Public Television proves every day that "the best is yet to be."

FY19 HONOR ROLL

Legacy Society

Honoring those who have generously provided for gifts to the MPT Foundation in their estate plans.

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Sesame Street characters Bert and Ernie joins attorney Larry Miller of firm Garvey Schubert Barer; Larry D. Unger, president and CEO; Fran Minakowski, senior advisor to the president; and Edward H. Kaplan, chair, Maryland Public Broadcasting Commission, during the February 2019 APTS Public Media Summit.

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Surrounded by family, friends, and colleagues, American jazz musician Ethel Ennis was recognized with a star on the MPT Walk of Fame in October 2018.

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During a March 2019 ceremony, Pete Colhoun, chairman, Manchester Capital Management, was one of five former *Wall Street Week With Louis Rukeyser* panelists honored with stars on the Walk of Fame. Here, Colhoun (center) accepts his recognition plaque from Larry D. Unger, president and CEO, and series creator Anne Traux Darlington.

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Many former *Wall Street Week With Louis Rukeyser* production staffers attended the March 2019 Walk of Fame star unveiling for five former panelists on the 32-year series.

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Thanks in part to MPT's partnership with the Maryland Department of Natural Resources, *Outdoors Maryland* continues to educate and entertain viewers after more than 30 years.

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MPT's Tim Pugh, videographer supervisor, and Bryan Contreras, production technician, make a stop while driving from Owings Mills to Steinhatchee, Florida, for season two production of *Steven Raichlen's Project Fire*.

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MPT expresses its appreciation to donors in Maryland, northern Virginia, and Washington, D.C. who generously donated their no-longer-needed vehicles to us in FY19. All told, 125 vehicles (primarily cars and SUVs but some trucks, too) came to us from these donors and yielded more than \$128,000 in revenue when they were sold by our vendor, D.C.-based Capital Auto Auction (CAA). MPT receives the proceeds of these sales from CAA, which performs the pick up (towing) of the donated vehicles and the subsequent sale of them at public auction.

"MPT & Your Community"

The following groups were featured during FY19 in 90-second broadcast spots airing on MPT-HD and MPT2. MPT is happy to provide on-air exposure to these fine organizations that serve our community.



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MPT is grateful to have the on-air help of a variety of organizations

that pitched in to assist with our televised fundraising appeals or pledge drives. For FY19, our pledge phones were staffed by 26 groups that logged an impressive 108.5 hours of service on roughly 30 pledge dates. They are:

AARP Maryland
 Dulaney High School Key Club
 DeMatha Catholic High School
 Harford County Public Library
 Coppin State University Alumni
 Association
 Alpha Omega Alumni Chapter of Iota
 Phi Theta Fraternity, Inc.
 Christmas Village in Baltimore
 Chimes
 Casey Cares Foundation
 Zeta Phi Beta Sorority, Inc.
 Mid-Atlantic Dog Expo
 Conflict Resolution Center of
 Baltimore County



The fall 2018 blood drive yielded 24 units of blood for the Red Cross. Rob Jefferson (left) and George Beneman were among MPT staffers who participated in the effort.

American Red Cross of Central MD
 Catonsville Concert Series at 3
 Freemasons of Maryland

Upsilon Epsilon Omega Chapter
 of Alpha Kappa Alpha, Inc.
 Shore United Bank
 Columbia Festival of Arts
 Maryland LGBT Chamber of
 Commerce
 Mission of Mercy Maryland
 HeartSmiles

The MPT staff

MPT's full- and part-time employees do their jobs well. In FY19, most went beyond their job requirements to demonstrate exceptional community spirit and generosity. This is a recap of staffers' personal commitments to good citizenship and support for important community causes.

- CPR training - 21 employees
- Active shooter training - 25 employees
- Baltimore County Police Department site visit
- Homeland Security/Baltimore County Police Department tabletop exercise
- American Red Cross blood drive - 24 units of blood donated
- Maryland Charity Campaign - 39% of staff members participated, generously donating \$7,346.50 to support charitable organizations throughout the state.

Honors and awards, 2019

Academy of Interactive and Visual Arts (AIVA)

2019 Communicator Awards

Category: Design
Award of Distinction
MPT Program Guide

Category: Non-profit Magazine
Award of Distinction
MPT Program Guide

Category: Individual – Public Service
Award of Distinction
Employ Ability
Kim Holcomb, Producer

Academy of Interactive and Visual Arts (AIVA)

2019 Davey Award

Category: Online Film & Video – Public Service and Activism
Gold Award
Baltimore Ceasefire
Amy Oden, Producer

Academy of Interactive and Visual Arts (AIVA)

2019 W³ Awards

Category: Online Video Activism
Silver Award
Baltimore Ceasefire
Amy Oden, Producer

Baltimore County Commission on Disabilities

2019 Volunteer of the Year Award
Maryland Public Television

Environmental Business Leadership Conference

2019 Meritorious Service Lifetime Achievement Award
Maryland Public Television

During a meeting of the Maryland Public Broadcasting Commission, Edward H. Kaplan, chair, shows off MPT's 2019 Board of Governors Award, an Emmy recognizing the network's 50 years of service.



Graphic Design USA

2019 American Graphic Design Awards
category: Magazine cover
MPT Program Guide
category: Feature article
MPT Program Guide

National Academy of Television Arts & Sciences (NATAS), National Capital Chesapeake Bay Chapter

61st annual Emmy® Awards

- Category: Chesapeake Heritage – Program/Special
Eatin the Chesapeake: The Five Feasts
John Paulson, Director
Michael English, Executive Producer
Patrick Ridgely, Associate Producer
- Category: Magazine Program – Feature/Segment
"Breeding Bees," Maryland Farm & Harvest
Sarah Sampson, Producer
- Category: Magazine Program/Special
Maryland Farm & Harvest #606
Sarah Sampson, Series Producer
Harpreet Kaur, Segment Producer
Stefanie Robey, Segment Producer
Abigail Sussman, Assistant Producer

Michael English, Executive Producer
• Board of Governors Award
Maryland Public Television

Television, Internet & Video Association of DC, Inc. (TIVA)

2018 Peer Awards

Category: Scriptwriting - Non-Fiction / Gold

Over There: The Adventures of Maryland's Traveling Faculty
Lauren F. Cardillo, Michael Freedman, Chip Cassano

Category: Documentary (\$50K+) Bronze
Over There: The Adventures of Maryland's Traveling Faculty
Lauren F. Cardillo, Bill Creed, Michael Freedman, Pauline Steinhorn

Public Relations Society of America, Maryland Chapter

Award of Excellence
Category: Videos
Overcoming Opioids

Awards earned by MPT-presented productions

East Hampton TV Festival

Audience Award
Category: Documentary Based on a Book
In Money We Trust?

National Academy of Television Arts & Sciences (NATAS), National Capital Chesapeake Bay Chapter

61st annual Emmy Awards

Category: Historical Documentary
Backs Against the Wall: The Howard Thurman Story
Martin Doblmeier, Journey Films

Telly Award

Category: Television/General History
Silver
In Money We Trust?

Stats and facts (FY19)

Viewership (MPT-HD, MPT-SD)

persons age 2+, one month period
= 1.1 million
Washington viewing = 64% of total

Top 5 highest-viewing counties/cities (Nielsen, June 2019)

Baltimore County, Prince George's County, Fairfax County (VA), Montgomery County, Washington, DC

Primary websites traffic

mpt.org = 3,540,697 page views
motorweek.org = 3,001,224 page views

MotorWeek non-TV platforms

video plays = 27,231,103
podcast downloads & web page views = 3,440,779
social media engagement = 3,450,208

YouTube channel viewing

MPT YouTube = 327,522 views, 1.083 million minutes
MotorWeek YouTube = 26.4 million video plays

Online video player viewing

page views = 1.085 million
users = 413,358
media starts = 395,006

THE YEAR IN PHOTOS



The MPT 50th Anniversary Traveling Exhibit visited the Talbot County Free Library in August 2019, where it was housed in the Frederick Douglass Reading Room. The traveling exhibit made stops at libraries and other public venues across the state throughout 2019.



The Rhea Feikin Green Room was dedicated in honor of MPT's "First Lady" during an August 2018 ceremony in Studio A. Feikin, whose on-air career spans more than 40 years, announced in 2019 her plan to retire in early 2020.



Maryland Farm & Harvest producers (from left) Harpreet Kaur, segment producer; Joe Ligo, series producer; Abby Sussman, assistant producer; and Stefanie Robey, segment producer, were among the staff and alumni in attendance during MPT's June 2019 groundbreaking ceremony and staff reunion.



In September 2018, MPT hosted Maryland's only gubernatorial debate. In addition to providing amenities for the campaign staffs of Gov. Larry Hogan and Democratic Party challenger Ben Jealous, MPT converted its Visitors Center into a press room to accommodate the more than 40 journalists who attended and covered the event.

(From left) *MotorWeek's* Brian Roberts, executive producer; David Scrivener, executive producer; and John H. Davis, senior executive producer and host, pose beside a vintage Maserati Ghibli before MPT's June 2019 50th anniversary dinner celebration at the Baltimore Museum of Industry.



(From left) Yolanda Vazquez, host, and Harry Vaughn, managing director, Production Services, were among many MPT staffers on location at Anne Arundel Community College to ensure seamless transitions between live portions and taped segments during the September 2018 edition of *Ways to Pay for College*.

Senior Executive Producer Ken Day (right) and wife, Jean, attended the September 2018 WTMD First Thursday Festival concert series at Baltimore's Canton Waterfront Park. The September event was one of two summer concerts recorded by MPT and broadcast as half-hour specials in November 2018 on MPT-HD.



MPT took home several regional Emmy® Awards during the National Academy of Arts & Sciences – National Capital Chesapeake Bay Chapter's 61st Emmy Awards gala, including the prestigious Board of Governor's Award in recognition of MPT's 50 years of service.

STATION LEADERSHIP

Maryland Public Broadcasting Commission

(as of 10/1/19)

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Betty Molina Morgan, Ph.D., **Vice Chair**, CEO, Morgan Education Group

Paul L. Berry, Owner, Paul L. Berry & Associates, LLC
Shelly L. Gardeniers, Owner, Artis Strategic Consulting, LLC
Irwin R. Kramer, Managing Partner, Kramer & Connolly
Howard J. Rosen, CPA, Partner, Rosen, Sapperstein & Friedlander, Chartered
Richard Rynd, President, Rynd Enterprises
Karen B. Salmon, Ph.D., Superintendent of Schools
Bruce A. Wahl, Senior Solutions Architect, National Public Radio
Ellie K. Wang, Contracting physical therapist; freelance actor

MPT Foundation, Inc. Board of Directors

(as of 10/1/19)

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Harry Kassap, Principal, Kassap Investments, LLC
Joy Thomas-Moore, President & CEO, JWS Media Consulting
Betty Molina Morgan, Ph.D., CEO, Morgan Education Group



Local bankers (from left) Greg Farno and King Corbett joined foundation chair John Wolf at MPT's 50th anniversary celebration in June 2019.



Mary Louise Preis, Esq., The Platt Group, Inc.
Stanley F. Rodbell, CFP®, Associate, Academy Financial, Inc.
Richard Rynd, President, Rynd Enterprises
Paul G. Ullmann, Vice President, SunTrust Investment Services, Inc.
Patrick Butler, Chair Emeritus, President & CEO, America's Public Television Stations (APTS)

MPT Management

(as of 10/1/19)

Executive Management

Larry D. Unger, President & Chief Executive Officer
Steven J. Schupak, Executive Vice President, Chief Operating Officer
George R. Beneman II, Senior Vice President, Chief Technology Officer
Suzanne Schwertman, Vice President, Chief Financial Officer

Commission members (standing, left to right) I. Kramer, S. Gardeniers, R. Rynd, B. Wahl, and P. Berry along with (seated, left to right) Greg Tally representing commissioner K. Salmon, Chair E. Kaplan, and E. Wang.

Vice Presidents

Colette F. Colclough, Human Resources
Betsy Peisach, Education
Linda Taggart, Development

Managing Directors

Erin Chrest, Major & Planned Giving
John Davis, *MotorWeek*
Michael English, Content
Randy Farmer-O'Connor, Corporate Support
Eric Neumann, On-Air Fundraising & Development Productions
Kate Pearson, Programming & Acquisitions
Kristen Penczek, Special Events & Community Engagement
Krista Respass, Early Childhood Education Services
Susan Wolfinger Schmitt, Human Resources
Harry Vaughn, Production Services
Alex Vitalo, Creative Services
Jennifer White, Digital Fundraising
Tom Williams, Communications

Other

Andrew H. Levine, General Counsel
Fran Minakowski, Senior Advisor to the President

Workplace giving benefits MPT

Your employer may participate in a workplace giving program. If so, please consider selecting the MPT Foundation, Inc., a 501(c)(3) organization, as your charity of choice during your employer's annual campaign.

When the MPT Foundation receives a gift from a workplace giving program, we use that donation to fund the programming and activities described in this report.

Here are the designation numbers for most of the workplace giving campaigns in our region. If you don't see the MPT Foundation in your employer's campaign literature, please ask if you can write us in! Our EIN number is: 52-1224503.

Combined Federal Campaign, Chesapeake Bay Area	# 60868
Combined Federal Campaign, National Capital Area	# 60868
Combined Charity Campaign for Baltimore City	#1995
United Way of Central Maryland Private Sector Campaign	#1995
United Way of the National Capital Area	(donors write in "MPT Foundation, Inc.")
Maryland Charities Campaign	(donors write in "MPT Foundation, Inc.")

The MPT Foundation, Inc. holds registration #485 and charity designation code #112612 issued by the Charities and Legal Services Division of the State of Maryland's Office of the Secretary of State.

... (C)oming soon is a revolutionary new technology – combining broadcast and broadband technology for the first time – that will make ... datacasting capability even more powerful, not only for public safety purposes but for distance learning, telemedicine, precision agriculture, connected cars, smart cities, and more. These are the missions – and this is the exciting future – of public television.

No one has embraced these missions and this future more fully than Maryland Public Television. ...

**- Patrick Butler, President and Chief Executive Officer
America's Public Television Stations (APTS)
June 27, 2019**



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